

1 of 7

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

BARACK OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-6A	NEWS Buyline Comment: NEWS	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
	2	M	6A-6A	NEWS Buyline Comment: NEWS	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	3	TU-F	430A-435A	NEWS Buyline Comment: NEWS	:30	\$100.00	10/16-10/19	4	1	4	\$400.00	
	4	M	430A-435A	NEWS Buyline Comment: NEWS	:30	\$100.00	10/22-10/22	1	1	1	\$100.00	
	5	TU-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$100.00	10/16-10/19	4	1	4	\$4,800.00	
	6	M	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	7	TU-F	7A-9A	SUNDAY SHOW Buyline Comment: SUNDAY SHOW	:30	\$900.00	10/16-10/19	8	1	8	\$7,200.00	
	8	M	7A-9A	SUNDAY SHOW Buyline Comment: SUNDAY SHOW	:30	\$900.00	10/22-10/22	2	1	2	\$1,800.00	
	9	SA	6A-7A	NEWS Buyline Comment: NEWS	:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
	10	SA	7A-7A	NEWS Buyline Comment: SAT TODAY	:30	\$625.00	10/22-10/22	1	1	1	\$625.00	

Rep Order# 6837949 Ver# 5 Mod# 1 Status Confirmed

Traffic Order# 105006

Last Received: 10/10/2012 6:56 PM
Showing Buylines: All Lines

2 of 7

Station KSNV-TV LAS VEGAS, NV
Advertiser () OBAMA FOR AMERICA
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	6A-7A	NEWS	:30	\$225.00	10/21-10/21	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	12	SU	7A-8A	NEWS	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
				Buyline Comment: SUN TODAY								
	13	SU	9A-930A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	14	SU	930A-10A	CHRIS MATHEWS	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
				Buyline Comment: CHRIS MATHEWS								
	15	TU-F	9A-10A	TODAY SHOW TT	:30	\$325.00	10/16-10/19	4	1	4	\$3,400.00	
				Buyline Comment: TODAY SHOW TT								
	16	M	9A-10A	TODAY SHOW TT	:30	\$325.00	10/22-10/22	2	1	2	\$650.00	
				Buyline Comment: TODAY SHOW TT								
	17	TU-F	10A-11A	TODAY SHOW TT	:30	\$325.00	10/16-10/19	4	1	4	\$2,600.00	
				Buyline Comment: TODAY SHOW TT								
	18	M	10A-11A	TODAY SHOW TT	:30	\$325.00	10/22-10/22	2	1	2	\$650.00	
				Buyline Comment: TODAY SHOW TT								
	19	TU-F	11A-12P	RACHEL RAY	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: RACHEL RAY								
	20	M	11A-12P	RACHEL RAY	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: RACHEL RAY								
	21	TU-F	12P-1230P	NEWS	:30	\$325.00	10/16-10/19	4	1	4	\$2,600.00	
				Buyline Comment: NEWS								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M	12P-1230P	NEWS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
				Buyline Comment: NEWS								
	23	TU-F	1230P-1P	AGENDA	:30	\$300.00	10/16-10/19	4	1	4	\$300.00	
				Buyline Comment: AGENDA								
	24	M	1230P-1P	AGENDA	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
				Buyline Comment: AGENDA								
	25	TU-F	1P-2P	DAYS	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
	26	M	1P-2P	DAYS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
				Buyline Comment: DAYS								
	27	TU-F	2P-3P	DRS	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: DRS								
	28	M	2P-3P	DRS	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: DRS								
	29	TU-F	3P-4P	PHIL	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	30	M	3P-4P	PHIL	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
				Buyline Comment: PHIL								
	31	TU-F	4P-5P	NEWS	:30	\$725.00	10/16-10/19	8	1	8	\$5,800.00	
				Buyline Comment: NEWS								
	32	M	4P-5P	NEWS	:30	\$1,450.00	10/22-10/22	2	1	2	\$1,450.00	
				Buyline Comment: NEWS								

4 of 7

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-TV LAS VEGAS, NV.
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Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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 154 / \$126,825.00

---LY TOTALS---

4 / \$126,825.00
 154 / \$126,825.00
 : 154 / \$126,825.00
 /xchld/rtrn: 0 / \$0.00

Market Totals	\$122,150	CATV 0%	KBLR 0%	KING 0%	KLAS 21%	KSNV 30%
		KTNV 14%	KTUD 1%	KVCB 5%	KVMY 3%	KVVU 26%
		XXXX 0%				

---COMMENTS---

NOV12
 RA:51

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 DRESS CHANGE EFF #12